

## CLAIM AMENDMENTS

The following listing of claims replaces all prior listings and versions of claims in this application.

- 1–26. (Canceled)
27. (Currently Amended) A gaming apparatus comprising:
  - a housing;
  - a value-input device ~~for receiving~~ configured to receive a medium of value;
  - an input device ~~for receiving~~ configured to receive a wager;
  - a display driver;
  - a controller;
  - a reel rotatable about an axis~~[,]~~ ~~said reel comprising; and~~
  - a motor capable of rotating said reel ~~about said axis,~~ and operatively coupled to ~~a-the~~ controller;
  - said reel comprising
    - a support mechanism having an outer ~~circumferential region~~ circumference; and
    - ~~[[a]] at least one~~ flexible display ~~mounted on panel~~ capable of being shaped to ~~mount to~~ said outer circumferential region of ~~said support mechanism~~ and ~~comprising~~ ~~a panel having a plurality of portions, each portion circumference~~, said at least one flexible display panel mounted to said outer circumference, and ~~comprising~~ at least one of a liquid crystal display or light emitting diode display configured to display indicia, ~~said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is operable to rotate about the axis;~~

wherein:

[[a]] the display driver for controlling display of is configured to control at least a portion of the displayed indicia by the plurality of portions, said display driver coupled to the support mechanism being electrically connected to the flexible display panel and receiving configured to receive instructions from the controller related to displaying the indicia; and

the controller is operatively coupled to said value-input device, said input device, and said display driver, said controller comprising a processor and a memory operatively coupled to said processor; said controller operable, and configured to be programmed to i) determine choose an initial indicia to display on one or more of the portions of the at least one flexible display panel; ii) instruct the display driver to display the initial chosen indicia to the flexible display; iii) detect a deposit of [[a]] the medium of value; iv) detect a wager; v) determine game play indicia, said game play indicia different from said initial indicia; vi) instruct the display driver to display the game play indicia on one or more portions of the flexible display; vii) cause said motor to spin said reel; viii) determine a game outcome; cause said motor to stop said reel; ix) dynamically change the indicia displayed on the at least one flexible display panel from game play indicia to game outcome indicia; x) cause said motor to stop said reel according to said determined outcome; and xi) determine a value associated with an outcome of a wager-based game played on the gaming apparatus.

28. (Currently Amended) The gaming apparatus of claim 27 wherein said controller is further configured to be programmed to display gaming instructions on the at least one flexible display panel.

29. (Canceled)

30. (Currently Amended) The gaming apparatus of claim 27 wherein said controller is configured to be further programmed to display a simulation of game play on the at least one flexible display panel.

31. (Canceled)

32. (Currently Amended) The gaming apparatus of claim 27 wherein said controller is further configured to be programmed to receive programming instructions for changing change the game play indicia on the gaming apparatus.

33. (Currently Amended) A gaming apparatus comprising:

a housing;

a value-input device for receiving configured to receive a medium of value;

an input device for receiving configured to receive a wager;

a display driver;

a controller; and

a reel rotatable about an axis, the reel comprising;

a support mechanism having an outer circumferential regioncircumference; and

[[a]] at least one flexible display panel capable of being shaped to mount to said outer circumferential region of said support mechanism and comprising a panel having a plurality of portions, each portioncircumference, said at least one flexible display panel mounted to said outer circumference, and comprising at least one of a liquid crystal display or light emitting diode display configured to display indicia, said flexible display having a flexibility that allows said flexible display to be elastically bent from a substantially straight configuration to a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said support mechanism at two points that define endpoints of an arc of said circumferential region having a central angle of about ninety degrees, and wherein said flexible display is operable to rotate about the axis;

wherein:

[[a]] the display driver for controlling display of is configured to control at least a portion of the displayed indicia by the plurality of portions, said display driver operatively coupled to a controller wherein the display driver receives being configured to receive instructions from the controller related to displaying the indicia ; and

the controller is operatively coupled to said value-input device and said input device, said controller comprising a processor and a memory operatively coupled to said processor, said controller operableand configured to be programmed to i) determine choose an initial indicia to display on one or more of the portions of the at least one flexible display panel, ii) instruct the

display driver to display the initial chosen indicia to the flexible display, iii) detect the medium of value [[is]] received via the input device, iv) after detecting the medium of value [[is]] received, determine game play indicia, ~~said game play indicia different from said initial indicia~~, v) instruct the display driver to display the game play indicia to the flexible display, vi) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, and vii) dynamically change the indicia displayed on the at least one flexible display panel from game play indicia to game outcome indicia.

34-36. (Canceled)

37. (Currently Amended) A gaming apparatus comprising:

a controller;

a reel rotatable about an axis and having an outer circumferential region circumference; and

[[a]] at least one flexible display mounted on panel capable of being shaped to mount to said outer circumferential region of said reel and comprising a panel having a plurality of portions, each portion circumference, said at least one flexible display panel mounted to said outer circumference, and comprising at least one of a liquid crystal display or light emitting diode display configured to display indicia, said flexible display having a flexibility that allows said flexible display to be elastically bent between a substantially straight configuration and a curved configuration, wherein said curved configuration is capable of contacting said outer circumferential region of said reel at two points that define endpoints of an arc of said circumferential region having a central angle of at least ninety degrees, and wherein said flexible display is operable to rotate about the axis; and

wherein:

[[a]] the controller is operatively coupled to said at least one flexible display panel, said controller comprising a processor and a memory operatively coupled to said processor; said controller operable and configured to be programmed to i) receive programming instructions to dynamically change the indicia, ii) determine choose an initial indicia to display on one or more of the portions of the at least one flexible display panel, iii) ii) cause the at least one flexible display panel to display the initial chosen indicia according to the programming instructions, iv)

iii) determine game play indicia, ~~said game play indicia different from said initial indicia, v) iv)~~ determine a value associated with an outcome of a wager-based game played on the gaming apparatus, and vi) instruct the at least one flexible display panel to dynamically change the initial indicia to the game play indicia;.

38-43. (Canceled)

44. (Currently Amended) The gaming apparatus of claim 33 wherein said controller is ~~further configured to be programmed to receive programming instructions for changing~~ ~~change~~ the game play indicia on the gaming apparatus.

45. (Currently Amended) The gaming apparatus of claim 33 wherein said controller is ~~further configured to be programmed to display gaming instructions or a simulation of game play on the~~ at least one flexible display.

46. (Currently Amended) The gaming apparatus of claim 37 wherein said controller is ~~further configured to be programmed to display gaming instructions or a simulation of game play on the~~ at least one flexible display.

47. (Currently Amended) The gaming apparatus of claim 33, further comprising a motor ~~for rotating~~ configured to rotate the reel.

48. (Previously Presented) The gaming apparatus of claim 47, wherein the controller is further programmed to control a spin of the reel using the motor.

49. (Currently Amended) The gaming apparatus of claim 37, further comprising a motor ~~for rotating~~ configured to rotate the reel.

50. (Previously Presented) The gaming apparatus of claim 49, wherein the controller is further programmed to control a spin of the reel using the motor.

51. (Currently Amended) The gaming apparatus of claim 37, further comprising a display driver adapted ~~for causing to cause~~ display of the indicia on the at least one flexible display responsive to instructions from the controller.

52. (Previously Presented) The gaming apparatus of claim 51, wherein the display driver is mounted to the reel such that it rotates when the reel rotates.

53. (Currently Amended) The gaming apparatus of claim 33, wherein the display driver is mounted to the reel such that ~~it~~the display driver rotates when the reel rotates.

54. (Previously Presented) The gaming apparatus of claim 27, wherein the indicia are selected based upon an amount of value received at the gaming apparatus.

55. (Previously Presented) The gaming apparatus of claim 33, wherein the indicia are selected based upon an amount of value received at the gaming apparatus.

56. (Previously Presented) The gaming apparatus of claim 37, wherein the indicia are selected based upon an amount of value received at the gaming apparatus.

57-62 (Canceled)

63. (Currently Amended) The gaming apparatus of claim 27, further comprising at least one ~~or more~~ additional ~~reels~~reel.

64. (Currently Amended) The gaming apparatus of claim 33, further comprising at least one ~~or more~~ additional ~~reels~~reel.

65. (Currently Amended) The gaming apparatus of claim 37, further comprising at least one ~~or more~~ additional ~~reels~~reel.

66. (Previously Presented) The gaming apparatus of claim 27, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

67. (Previously Presented) The gaming apparatus of claim 33, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

68. (Previously Presented) The gaming apparatus of claim 37, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

69. (Currently Amended) The gaming apparatus of claim 27, wherein the controller is further configured to be programmed to change the indicia displayed on the at least one flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

70. (Currently Amended) The gaming apparatus of claim 33, wherein the controller is further configured to be programmed to change the indicia displayed on the at least one flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

71. (Currently Amended) The gaming apparatus of claim 37, wherein the controller is further configured to be programmed to change the indicia displayed on the at least one flexible display prior to initiating the wager-based game, during the play of the wager-based game or after the play of the wager-based game.

72. (Currently Amended) A gaming apparatus comprising:

a housing;

a value-input device ~~for receiving~~ configured to receive a medium of value;

an input device ~~for receiving~~ configured to receive a wager;

a display driver;

a controller; and

a reel rotatable about an axis, the reel comprising;

a support mechanism having [[a]] an outer circumferential region~~on circumference~~;

and

[[a]] at least one display panel mounted on said outer circumferential region of said support mechanism ~~circumference~~, said at least one display panel substantially conforming to a curvature of the outer circumferential region~~on circumference~~, said at least one display panel comprising a panel having a plurality of portions, each portion at least one of a liquid crystal display or light emitting diode display configured to display indicia, wherein said display is operable to rotate about the axis;

wherein:

[[a]] the controller ~~eomprising~~ comprises a processor and a memory operatively coupled to said processor; and

[[a]] the display driver ~~for controlling display of~~ is configured to control at least a portion of the displayed indicia by the plurality of portions, the display driver ~~reeiving~~ being configured to receive instructions from the controller ~~related to displaying the indicia~~; and

the controller is operatively coupled to said value-input device, said input device, and said display driver, ~~said controller~~configured to be programmed to i) determine choose an initial indicia to display on the at least one display panel, ii) instruct the display driver to display the initial chosen indicia ~~to the display~~, iii) detect the medium of value [[is]] received via the input device, iv) after detecting the medium of value [[is]] received, determine game play indicia, ~~said game play indicia different from said initial indicia~~, v) instruct the display driver to display the game play indicia ~~to the display~~, vi) determine a value associated with an outcome of a wager-based game played on the gaming apparatus, and vii) dynamically change the indicia displayed on the at least one display panel from game play indicia to game outcome indicia.

73. (Currently Amended) The gaming apparatus of claim 72, wherein said display panel ~~comprises one or more~~is flexible components.

74-76. (Canceled)

77. (Currently Amended) The gaming apparatus of claim 72 wherein said controller is further configured to be programmed to ~~receive programming instructions for changing~~ change the game play indicia on the gaming apparatus.

78. (Currently Amended) The gaming apparatus of claim 72 wherein said controller is further configured to be programmed to display gaming instructions or a simulation of game play on the display.

79. (Currently Amended) The gaming apparatus of claim 72, further comprising a motor for ~~rotating~~configured to rotate the reel.

80. (Previously Presented) The gaming apparatus of claim 79, wherein the controller is further programmed to control a spin of the reel using the motor.

81. (Previously Presented) The gaming apparatus of claim 72, wherein the reel further comprises a slip ring drum rotatable about said axis of said reel, wherein said slip ring drum includes a plurality of electrical conductors; and a plurality of electrically conductive brushes operatively coupled to said slip ring drum.

82. (Currently Amended) The gaming apparatus of claim 72, wherein the display driver is mounted to the reel such that ~~it~~ the display driver rotates when the reel rotates.

83-84. (Canceled)

85. (Previously Presented) The gaming apparatus of claim 72, wherein the indicia is selected based upon an amount of value received at the gaming apparatus.

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86. (Currently Amended) The gaming apparatus of claim 72, further comprising at least one  
~~or more~~ additional reels reel.